

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application. In the listing, inserted text is marked with underline, deleted text is marked with ~~striketrough~~, and changes are identified by a vertical bar in the margin.

Listing of Claims:

1. (Original) A system for identifying and retrieving information about-
individuals located within a geographic area, the system comprising:
a plurality of broadcasting devices, each broadcasting device being associated
with a selected user;
a listening device associated with a requesting user; and
a server including a database;
wherein each broadcasting device emits a wireless data packet containing a
unique identification entity (UIE);
wherein the listening device captures the wireless data packets, extracts the UIEs
from the packets and sends the UIEs to the database.

2. (Original) The system of claim 1, wherein the database sends a profile of the
selected users to the listening device in response to receiving the UIEs.

3-42. (canceled)

43. (New) A wireless communication device comprising:
communication means for wireless bidirectional communication with a
broadcasting device; and
a device processor that executes software program instructions that cause the
wireless communication device to operate in a listening device mode in which the wireless

communication device receives data packets from the broadcasting device, extracts unique identification entity (UIE) data from the received data packets, sends the UIE data to a database server, receives profile information associated with the UIE data of the broadcasting device from the database server, and initiates further communication with the broadcasting device.

44. (New) The wireless communication device as defined in claim 43, wherein the communication device sends a communication request to the database server, wherein the communication request initiates a database server bidirectional communication with the broadcasting device in accordance with the communication request of the wireless communication device.

45. (New) The wireless communication device as defined in claim 43, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a direct communication from the wireless communication device to the broadcasting device.

46. (New) The wireless communication device as defined in claim 45, wherein the direct communication comprises a text message.

47. (New) The wireless communication device as defined in claim 43, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a request to the database server to send a request for communication with the wireless communication device from the database server to the broadcasting device.

48. (New) The wireless communication device as defined in claim 43, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a message from the database server to the broadcasting device in accordance with a wireless communication device message.

49. (New) The wireless communication device as defined in claim 43, wherein the wireless communication device receives data packets from a plurality of broadcasting devices, and wherein the wireless communication device sends the database server the UIE data for a selected one of the plurality of broadcasting devices and receives profile information from the database server for the selected UIE data.

50. (New) The wireless communication device as defined in claim 43, wherein the wireless communication device receives data packets from a plurality of broadcasting devices, and wherein the wireless communication device sends the database server the UIE data for a selected one or more of the broadcasting devices and receives profile information from the database server for each of the UIE data corresponding to the selected broadcasting devices.

51. (New) The wireless communication device as defined in claim 43, wherein the profile information sent by the database server includes graphics data relating to the UIE data of the selected broadcasting devices.

52. (New) The wireless communication device as defined in claim 43, wherein the received data packets have a predetermined number of data bits reserved for filtering purposes such that the wireless communication device responds to the reserved data bits by filtering the received data packets.

53. (New) The wireless communication device as defined in claim 43, wherein the wireless communication device can communicate using more than one wireless protocol.

54. (New) The wireless communication device as defined in claim 43, wherein the profile information indicates if the broadcasting device will accept advertising information targeted to the profile information associated with the UIE of the broadcasting device.

55. (New) The wireless communication device as defined in claim 43, wherein the wireless communication device is adapted to re-transmit received data packets for reception by additional broadcasting devices.

56. (New) The wireless communication device as defined in claim 55, wherein the wireless communication device decrements a time-to-live value associated with the received data packets and wherein the decremented time-to-live value is included with the re-transmitted data packets.

57. (New) The wireless communication device as defined in claim 55, wherein the wireless communication device receives the data packets according to a first wireless protocol and sends the re-transmitted data packets according to a second wireless protocol.

58. (New) The wireless communication device as defined in claim 55, wherein the device processor operates in accordance with a network routing protocol to provide routing function for the received data packets.

59. (New) The wireless communication device as defined in claim 43, wherein the device processor operates in a broadcasting device mode in which it broadcasts data packets containing UIE data associated with the wireless communication device.

60. (New) A wireless communication device comprising:
communication means for wireless bidirectional communication with a listening device; and
a device processor that executes software program instructions that cause the wireless communication device to operate in a broadcasting device mode in which the wireless communication device broadcasts data packets containing unique identification entity (UIE) data that identifies profile information maintained at a database server relating to the wireless

communication device such that the listening device can receive the profile information from the database server by receiving the data packets and providing the UIE data to the database server.

61. (New) The wireless communication device as defined in claim 60, wherein the wireless communication device sends a communication request to the database server, wherein the communication request initiates a database server bidirectional communication with the listening device in accordance with the communication request of the wireless communication device.

62. (New) The wireless communication device as defined in claim 60, wherein the profile information comprises contact information associated with the UIE data and the further communication with the listening device comprises a direct communication from the wireless communication device to the listening device.

63. (New) The wireless communication device as defined in claim 62, wherein the direct communication comprises a text message.

64. (New) The wireless communication device as defined in claim 60, wherein the profile information comprises contact information associated with the UIE data and the further communication with the listening device comprises a request to the database server to send a request for communication with the wireless communication device from the database server to the listening wireless device.

65. (New) The wireless communication device as defined in claim 60, wherein the profile information comprises contact information associated with the UIE data and the further communication with the listening device comprises a message from the database server to the listening device in accordance with a communication device message.

66. (New) The wireless communication device as defined in claim 60, wherein the wireless communication device is adapted to operate in a listening mode in which it receives data packets from a plurality of broadcasting devices, and wherein the wireless communication device sends the database server the UIE data for a selected one of the plurality of broadcasting devices and receives profile information from the database server for the selected UIE data.

67. (New) The wireless communication device as defined in claim 60, wherein the wireless communication device is adapted to operate in a listening mode in which it receives data packets from a plurality of broadcasting devices, and wherein the wireless communication device sends the database server the UIE data for a selected one or more of the broadcasting devices and receives profile information from the database server for each of the UIE data corresponding to the selected broadcasting devices.

68. (New) The wireless communication device as defined in claim 67, wherein the profile information sent by the database server includes graphics data relating to the UIE data of the selected broadcasting devices.

69. (New) The wireless communication device as defined in claim 60, wherein the broadcast data packets have a predetermined number of data bits reserved for filtering purposes such that the listening device receives the data packets and responds by filtering the received data packets.

70. (New) The wireless communication device as defined in claim 60, wherein the wireless communication device can communicate using more than one wireless protocol.

71. (New) The wireless communication device as defined in claim 60, wherein the profile information indicates if the wireless communication device will accept advertising information targeted to the profile information associated with the UIE of the wireless communication device.

72. (New) The wireless communication device as defined in claim 60, wherein the wireless communication device is adapted to operate in a listening mode in which it receives data packets from a broadcasting device and re-transmits the received data packets for reception by additional listening devices.

73. (New) The wireless communication device as defined in claim 72, wherein the wireless communication device decrements a time-to-live value associated with the data packets and wherein the decremented time-to-live value is included with the re-transmitted data packets.

74. (New) The wireless communication device as defined in claim 72, wherein the wireless communication device receives the data packets according to a first wireless protocol and sends the re-transmitted data packets according to a second wireless protocol.

75. (New) The wireless communication device as defined in claim 72, wherein the device operates in accordance with a network routing protocol to provide routing function for the received data packets.

76. (New) The wireless communication device as defined in claim 60, wherein the device processor is adapted to operate in a listening mode in which it receives data packets from a broadcasting device.

77. (New) A server device comprising:
communication means for wireless bidirectional communication with wireless devices; and

a device processor that executes software program instructions that cause the server device to operate so that the server device receives communication from a listening wireless device, the communication including unique identification entity (UIE) data extracted

from data packets received by the listening wireless device from one or more broadcasting wireless devices and associated with corresponding respective broadcasting wireless devices, and in response the server device retrieves profile information associated with the UIE of the broadcasting wireless device from a database and sends the retrieved profile information to the requesting wireless device.

78. (New) The server device as defined in claim 77, wherein the server device further responds to the communication from the listening wireless device by initiating direct bidirectional communication with the broadcasting wireless device.

79. (New) The server device as defined in claim 77, wherein the profile information comprises contact information associated with the UIE data sufficient to enable direct communication between the listening wireless device and the broadcasting wireless device.

80. (New) The server device as defined in claim 79, wherein the enabled direct communication comprises a text message.

81. (New) The server device as defined in claim 77, wherein the communication from the listening wireless device comprises a request for direct bidirectional communication between the server device and the broadcasting wireless device, and in response the server device sends a communication to the broadcasting wireless device providing an anonymous request for wireless communications.

82. (New) The server device as defined in claim 77, wherein the server device sends a message to the broadcasting wireless device in accordance with a predetermined listening wireless device message in response to the communication from the listening wireless device.

83. (New) The server device as defined in claim 77, wherein the communication from the listening wireless device comprises UIE data for one or more broadcasting wireless devices selected from the plurality of broadcasting wireless devices and the server device sends the listening wireless device profile information corresponding to the selected UIE data.

84. (New) The server device as defined in claim 83, wherein the sent profile information includes graphics data relating to the UIE data of the selected broadcasting wireless devices.

85. (New) The server device as defined in claim 77, wherein the broadcasting wireless device data packets have a predetermined number of data bits reserved for filtering purposes such that the listening wireless device filters received data packets.

86. (New) The server device as defined in claim 77, wherein the server device can communicate using more than one wireless protocol.

87. (New) The server device as defined in claim 77, wherein the profile information indicates if the broadcasting wireless device will accept advertising information targeted to the profile information associated with the UIE of the broadcasting wireless device.

88. (New) The server device as defined in claim 77, wherein the server device is adapted to re-transmit received data packets for reception by additional wireless devices.

89. (New) The server device as defined in claim 88, wherein the server device decrements a time-to-live value associated with the received data packets and wherein the decremented time-to-live value is included with the re-transmitted data packets.

90. (New) The server device as defined in claim 88, wherein the server device receives the data packets according to a first wireless protocol and sends the re-transmitted data packets according to a second wireless protocol.

91. (New) The server device as defined in claim 88, wherein the server device operates in accordance with a network routing protocol to provide routing function for the received data packets.

92. (New) A method for processing wireless communications received at a wireless communication device, the method comprising:

- receiving a wireless communication comprising data packets from a broadcasting device;
- extracting unique identification entity (UIE) data from the received data packets;
- sending the UIE data to a database server;
- receiving profile information associated with the UIE data of the broadcasting device from the database server; and
- initiating further communication with the broadcasting device.

93. (New) The method as defined in claim 92, further including sending a communication request to the database server, wherein the communication request initiates a database server bidirectional communication with the broadcasting device in accordance with the communication request of the wireless communication device.

94. (New) The method as defined in claim 92, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a direct communication from the wireless communication device to the broadcasting device.

95. (New) The method as defined in claim 94, wherein the direct communication comprises a text message.

96. (New) The method as defined in claim 92, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a request to the database server to send a request for communication with the wireless communication device from the database server to the broadcasting device.

97. (New) The method as defined in claim 92, wherein the profile information comprises contact information associated with the UIE data and the further communication with the broadcasting device comprises a message from the database server to the broadcasting device in accordance with a wireless communication device message.

98. (New) The method as defined in claim 92, wherein the wireless communication device receives data packets from a plurality of broadcasting devices, and wherein the wireless communication device sends the database server the UIE data for a selected one of the plurality of broadcasting devices and receives profile information from the database server for the selected UIE data.

99. (New) The method as defined in claim 92, further including:
receiving data packets from a plurality of broadcasting devices;
sending the database server the UIE data for a selected one or more of the
broadcasting devices; and
receiving profile information from the database server for each of the UIE data
corresponding to the selected broadcasting devices.

100. (New) The method as defined in claim 99, wherein the profile information sent by the database server includes graphics data relating to the UIE data of the selected broadcasting devices.

101. (New) The method as defined in claim 92, wherein the broadcasting device data packets have a predetermined number of data bits reserved for filtering purposes such that the wireless communication device filters received data packets.

102. (New) The method as defined in claim 92, wherein the wireless communication device can communicate using more than one wireless protocol.

103. (New) The method as defined in claim 92, wherein the profile information indicates if the broadcasting device will accept advertising information targeted to the profile information associated with the UIE of the broadcasting device.

104. (New) The method as defined in claim 92, further including re-transmitting the received data packets for reception by additional broadcasting devices.

105. (New) The method as defined in claim 104, further including decrementing a time-to-live value associated with the received data packets, wherein the decremented time-to-live value is included with the re-transmitted data packets.

106. (New) The method as defined in claim 104, further including:
receiving the data packets according to a first wireless protocol and
sending the re-transmitted data packets according to a second wireless protocol.

107. (New) The method as defined in claim 104, further comprising operating in accordance with a network routing protocol to provide routing function for the received data packets.

108. (New) A method of operating a server device for bidirectional communication with wireless devices, the method comprising:

receiving communication from a listening wireless device, the communication including unique identification entity (UIE) data extracted from data packets received by the listening wireless device from one or more broadcasting wireless devices and associated with corresponding respective broadcasting wireless devices;

retrieving profile information associated with the UIE of the broadcasting wireless device from a database; and

sending the retrieved profile information to the listening wireless device.

109. (New) The method of operating a server device as defined in claim 108, wherein the server device further responds to the communication from the listening wireless device by initiating direct bidirectional communication with the broadcasting wireless device.

110. (New) The method of operating a server device as defined in claim 108, wherein the profile information comprises contact information associated with the UIE data sufficient to enable direct communication between the listening wireless device and the broadcasting wireless device.

111. (New) The method of operating a server device as defined in claim 110, wherein the enabled direct communication comprises a text message.

112. (New) The method of operating a server device as defined in claim 108, wherein the communication from the listening wireless device comprises a request for direct bidirectional communication between the server device and the broadcasting wireless device, and in response sending a communication to the broadcasting wireless device providing an anonymous request for wireless communications.

113. (New) The method of operating a server device as defined in claim 108, further including sending a message to the broadcasting wireless device in accordance with a predetermined listening wireless device message in response to the communication from the listening wireless device.

114. (New) The method of operating a server device as defined in claim 113, wherein the communication from the listening wireless device comprises UIE data for one or more broadcasting wireless devices selected from the plurality of broadcasting wireless devices, and in response sending the listening wireless device profile information corresponding to the selected UIE data.

115. (New) The method of operating a server device as defined in claim 114, wherein the sent profile information includes graphics data relating to the UIE data of the selected broadcasting wireless devices.

116. (New) The method of operating a server device as defined in claim 108, wherein the broadcasting wireless device data packets have a predetermined number of data bits reserved for filtering purposes such that the listening wireless device filters received data packets.

117. (New) The method of operating a server device as defined in claim 108, wherein the server device can communicate using more than one wireless protocol.

118. (New) The method of operating a server device as defined in claim 108, wherein the profile information indicates if the broadcasting wireless device will accept advertising information targeted to the profile information associated with the UIE of the broadcasting wireless device.

119. (New) The method of operating a server device as defined in claim 108, wherein the server device is adapted to re-transmit the received data packets for reception by additional wireless devices.

120. (New) The method of operating a server device as defined in claim 119, further including decrementing a time-to-live value associated with the data packets and wherein the decremented time-to-live value is included with the re-transmitted data packets.

121. (New) The method of operating a server device as defined in claim 119, further including:
receiving the data packets according to a first wireless protocol; and
sending the re-transmitted data packets according to a second wireless protocol.

122. (New) The method of operating a server device as defined in claim 119, further comprising operating in accordance with a network routing protocol to provide a routing function for the received data packets.

123. (New) A method for processing wireless communications received at a wireless communication device, the method comprising:
receiving a wireless communication at the wireless communication device, the wireless communication comprising data packets received from a broadcasting device;
extracting unique identification entity (UIE) data from the received data packets;
sending the UIE data to a database server along with a wireless communication device message;
receiving profile information from the database server in response to the UIE data and wireless communication device message, the profile information comprising contact information associated with the UIE data of the broadcasting device; and

initiating further communication with the broadcasting device, wherein the further communication comprises a message from the database server to the broadcasting device in accordance with the wireless communication device message.

124. (New) The method as defined in claim 123, wherein the profile information indicates if the broadcasting device will accept advertising information targeted to the profile information associated with the UIE of the broadcasting device.